

Belinda

SUPPLEMENT TO CONTRACT FOR ISSUE ADVERTISING

(The Ad Is Political, Relates to an Issue of Public Importance,
or Refers to But Is Not Authorized by a Candidate)

CONTRACT NO. 263593

1. THE CONTACT PERSON FOR THE PURCHASER IS:

Name Mark SteinAddress 17 Westminstergate Bergenfield NJ 07621

Phone Number _____

2. THE TOP OFFICERS OR THE MEMBERS OF THE BOARD OF DIRECTORS OF THE PURCHASER ARE:

Xavier Gutierrez

3. IF THE AD REFERS TO A CANDIDATE:

- a. The name of the candidate is Scott Israel
- b. The candidate seeks election to the office of Sheriff in
the ☐ Primary Election, ☒ General Election, or ☐ Special Election.

4. IF THE AD REFERS TO AN ISSUE:

- a. The issue is _____
- b. The Purchaser is _____

NOTE: If the ad relates to an issue of state or local (not national) importance
and does not refer to a candidate, only this Form should be filed in the Political
File. Do not file the Order.



WPLG

ORDER

Print Date 11/02/12 Page 1 of 2

Flight Dates 11/05/12-11/05/12

Order Sep 00:15:00

Product

Estimate # 14952

Alt Order #

Contract / Revision 263593 /

Original Date / Revision
11/02/12 11/02/12

Agency Com 15%

Billing Contact

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Advertiser ISS/Fla Citizens United

622 Banyan Trail #250
Boca Raton, FL 33431

Demographic A55+

Agency Digital Engage

Rev Codes AGY POL ISSUE

Buying Contact

Sales Office MIA

Product Codes PL-Ballot-Related

Sales Region LOC

Priority P-2

622 Banyan Trail #250
Boca Raton, FL 33431

Agency Ref

Advertiser Ref

Primary Account Executive
Local House

Account Executive	Order%	Start Date	End Date
Local House	100%		

Order Share 43% Market Value 56511

Competing Station	% of Order	Amount
WBFS	%	0
WBZL	%	0
WFOR	12%	6781
WPXM	%	0
WSVN	37%	20909
WTVJ	8%	4520

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	11	\$20,655.00	\$24,300.00	0.00	10/29/12	11/05/12	11	\$20,655.00	\$24,300.00
Totals	11	\$20,655.00	\$24,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WPLG	11/05/12	11/05/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:00 AM-6:30 AM)	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,500.00		0.00			
N 2	WPLG	11/05/12	11/05/12	M-F 6a LCL News LCL 10 News @ 6am	CM	6-7am (6:30 AM-7:00 AM)	M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,500.00		0.00			
N 3	WPLG	11/05/12	11/05/12	M-F 7-9a GMA Good Morning America M	CM	7-9am (7:00 AM-7:30 AM)	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,800.00		0.00			
N 4	WPLG	11/05/12	11/05/12	M-F 7-9a GMA Good Morning America M	CM	7-9am (7:30 AM-8:00 AM)	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1				\$1,800.00		0.00			
N 5	WPLG	11/05/12	11/05/12		CM	7-9am	M-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00



Hiatus Dates

Order Sep 00:15:00

Estimate # **14952**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				M-F 7-9a GMA												
				Good Morning America M		(8:00 AM-8:30 AM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1			\$1,800.00		0.00					
N 6	WPLG	11/05/12	11/05/12	M-F 5p LCL News	CM	5-6p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
				Local 5p News		(5:00 PM-5:30 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1			\$1,200.00		0.00					
N 7	WPLG	11/05/12	11/05/12	M-F 5p LCL News	CM	5-6p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00	
				Local 5p News		(5:30 PM-6:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1			\$1,200.00		0.00					
N 8	WPLG	11/05/12	11/05/12	M-F 6p LCL News	CM	6-630pm	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00	
				M-F Local News												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1			\$2,000.00		0.00					
N 9	WPLG	11/05/12	11/05/12	M-F 11-1135P	CM	11-1135P	M-----	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00	
				M-F 11-1135P												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1			\$4,500.00		0.00					
N 10	WPLG	11/05/12	11/05/12	M-F 7p Wheel of Fortune	CM	7-730pm	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00	
				M-F Wheel of Fortune												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1			\$3,000.00		0.00					
N 11	WPLG	11/05/12	11/05/12	M-F 730p Jeopardy	CM	730-8pm	M-----	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00	
				M-F Jeopardy												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
Week:		11/05/12	11/11/12	M-----		1			\$4,000.00		0.00					
														Totals	11	\$24,300.00